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WAR FOOD ADMINISTRATION
Commodity Credit Corporation
Office of Supply
425 Wilson Building
Dallas 1, Texas

Approximate Time
First Part 5 Minutes
Second Part $3\frac{1}{2}$ Minutes
January 29, 1945
No. 5

1. MUSIC: UP AND UNDER

2. ANNOUNCER: Radio Station _____ presents...FOOD FRONT HEADLINES... a behind-the-scene story of how our food moves from farms to battle lines...from ships to Allied supply depots...from grocery shelves to civilian tables. And here...ready to take you backstage of the American food drama...is _____, District Representative of the War Food Administration. {I don't believe you told us last week what's up on the marquee for today.

3. DIST. REP: No, I didn't, _____. You see, I had a hunch that the biggest food story so far this year might break.

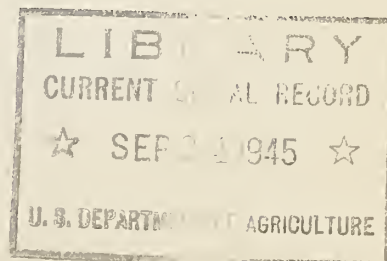
4. ANNOUNCER: And it did! WFA announced the food allocations for the next three months.

5. DIST. REP: Now for an intimate glimpse of this news in the making...let's step into the conference room where the menu planning for the nation takes place.

6. ANNOUNCER: Look at the gold braid and brass hats!

7. DIST. REP: They're the top men from the Army...Navy...and Marine Corps... responsible for securing enough food for our fighting men and women.

8. ANNOUNCER: And the men in the business suits?



9. DIST. REP: War Food Administration officials who represent civilian requirements. The Department of Interior represents the food needs of American territories. The Foreign Economic Administration speaks for our Allies and liberated nations. Also the State Department, Red Cross, OPA, WPB, and Veterans' Administration sit in on the menu planning.
10. ANNOUNCER: What do those figures on the blackboard represent?
11. DIST. REP: The first column shows the stocks of food now on hand. The second column shows how much food is expected to be produced and processed between now and the end of March. The third column shows the food requirements of each claimant.
12. ANNOUNCER: Can the menu-planners meet each claimant's needs?
13. DIST. REP: No, they can't...but they must cut the pie into enough pieces to go around.
14. ANNOUNCER: Our fighters, of course, sit at the first table.
15. DIST. REP: You bet they do! They get first servings...however, civilians consume the major part of our farm production...as you can see from the figures in the fourth column...which shows how much food each claimant is allocated.
16. ANNOUNCER: Is that the actual amount of food each group will receive in this quarter?
17. DIST. REP: Only the best estimate we can make. Sudden changes in the war call for revisions at a moment's notice.

18. ANNOUNCER: On the basis of those figures...civilians will be getting about three out of every 4 pounds of meat.
19. DIST. REP: Ninety-five percent of our total meat supply for the first three months of 1945 has been earmarked for U. S. civilians and U. S. military.
20. ANNOUNCER: How does this quarter's meat allocation compare with last?
21. DIST. REP: Fifteen percent less for civilians...due to decreased supplies of veal, lamb, mutton, and pork...and larger military requirements.
22. ANNOUNCER: Chicken...I see...is on the allocation list for the first time.
23. DIST. REP: That's because of the smaller slaughter of chicken in 1945 and increased military buying. When the armed forces make up their 100 million pound deficit...more chicken will be on the market for civilians...however...even now civilians are getting three-fourths of the total supply.
24. ANNOUNCER: Butter supplies look tight, too.
25. DIST. REP: They are. In order to meet rising military requirements... 20 percent of all creamery butter produced in February and 25 percent in March will be set aside for sale to the government.
26. ANNOUNCER: That will further reduce civilian supplies, won't it?
27. DIST. REP: Only about one-sixth less than last year...when each person consumed about one pound a month. This quarter's allocation will amount to about $5/6$ of a pound a month per capita.

28. ANNOUNCER: Civilian allocations of lard, margarine, shortening, and other edible oils add up to nearly a billion and thirty-two million pounds for the quarter.
29. DIST. REP: Almost as large as they were during the October through December quarter. But the decrease in hog slaughter shows up in reduced lard supplies.
30. ANNOUNCER: It must...for only last week I saw that WFA announced a lard set-aside that reserves approximately 40 percent of our total production of lard for the armed forces.
31. DIST. REP: WFA had to take that action to fulfil military requirements... just as it had to increase the set-aside quota on cheddar cheese to 30 percent of production during February.
32. ANNOUNCER: How will that affect the civilian supply of cheese?
33. DIST. REP: Very little. Civilians will receive about as much cheddar cheese as they did during recent months. However...officials say that war needs will continue at high levels...and that set-aside quotas probably will be raised during March and April when production of cheese increases seasonally.
34. ANNOUNCER: How do those civilian allocations of evaporated and condensed milk compare with the amount we've been getting?
35. DIST. REP: The same on evaporated milk...but a little down on condensed milk.
36. ANNOUNCER: Well...that about covers the allocated foods except sugar and pepper.

37. DIST. REP: And supplies of both are tight. Civilian sugar allocation is much smaller this quarter...because use of sugar is at a seasonal low point around the first of the year. Pepper grindings will run higher, for they are based on the amount ground during this same period in 1941...and the grindings were high then. Most of our pepper comes from the stocks we had on hand at the beginning of the war.
38. ANNOUNCER: According to the allocation chart...civilians will get less meat...chicken, sugar...fats and oils...and butter than they did last quarter.
39. DIST. REP: But on the other side of the ledger...among the foods plentiful enough not to be allocated...are more fresh milk, eggs...citrus fruit, and fresh vegetables for civilians.

NOTE TO DISTRICT REPRESENTATIVE: IF YOUR PROGRAM RUNS LONGER THAN 5 MINUTES...UP TO 8 MINUTES...CUT THE FOLLOWING SPEECH...AND CONTINUE WITH CUE NO. 41.

40. ANNOUNCER: Thanks, Mr. _____, for this backstage review of the _____ quarter's food allocations. We'll expect you next _____ on FOOD FRONT HEADLINES...presented as a public service feature by Radio Station _____...to bring you inside facts from authoritative sources about what's happening on the agricultural firing line.
41. ANNOUNCER: Thank you, Mr. _____, for this backstage review of the _____ quarter's food allocations. Is there any other news on the food front you'd like to tell us about before we sign off?

THE UNIVERSITY OF CHICAGO

DEPARTMENT OF THE HISTORY OF ARTS

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42. DIST. REP: We mentioned earlier in the program something about the new set-aside on lard...I'd like to explain this so that the housewife who can't find her favorite brand will understand that it might be frying her son's eggs in a field kitchen on some battle front.
43. ANNOUNCER: This is the first time in more than a year that lard has been set aside, isn't it?
44. DIST. REP: Yes, it is, but remember only federally inspected lard is set aside.
45. ANNOUNCER: And on what basis?
46. DIST. REP: For each hundred pounds of live weight of each week's slaughter of hogs, the packer reserves seven and one-half pounds of lard for sale to the Army.
47. ANNOUNCER: Which means that about 60 percent of federally inspected lard goes to military mess halls...if I know my math.
48. DIST. REP: But much lard is produced without federal inspection...and as I said before...this accounts for the fact that only 40 percent of our total production goes to Army buyers.
49. ANNOUNCER: This lard set-aside ties in with the return of lard, shortening and salad and cooking oils to the ration list.
50. DIST. REP: The new order on citrus juices ties in with rationing too. Offers from current production of grapefruit juice and blended citrus juice have not been sufficient to fill military needs. So...effective January 18...canners of these two kinds of citrus juices must confine sales...deliveries and shipments to the armed forces.

51. ANNOUNCER: Will civilian consumers be able to get any grapefruit juice or blended orange and grapefruit juice at all?
52. DIST. REP: The stocks already in wholesale and retail hands will be available.
53. ANNOUNCER: Most of us here won't lack for citrus juices because fresh grapefruit and oranges are plentiful.
54. DIST. REP: Speaking of fresh fruit...I might mention that if you can't find those big apples you like to munch...they've gone to war. Handlers of fresh apples in Washington and Oregon are required to set aside their holdings of Winesap...Newton...and Delicious varieties for our armed forces.
55. ANNOUNCER: I can see why our fighters like apples...for they retain their freshness after months of traveling. They are easy to eat on the run and provide either a salad or a dessert for a foxhole menu.
56. DIST. REP: And like chicken...they bolster morale.
57. ANNOUNCER: Do you suppose our fighters really get chicken to eat?
58. DIST. REP: Of course they do! But not often enough.
59. ANNOUNCER: Won't the current chicken set-aside order remedy that?
60. DIST. REP: It will in time...but you must remember the Army had to make up a deficit of 100 million pounds as well as buy enough chicken to meet current needs. That's why WFA issued the chicken set-aside order affecting certain heavy poultry producing areas.

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61. ANNOUNCER: Let the armed forces take all the chicken...if it will get our boys to Berlin and Tokoyo faster.
62. DIST. REP: That won't be necessary...but civilian consumers in the Southwest are beginning to feel the set-aside order now in effect in parts of Oklahoma, Missouri, and Arkansas. However.. consumers are not griping. If they can't get chicken for Sunday dinner...they get something else,
63. ANNOUNCER: We know that chicken is for fighters first.
64. DIST. REP: Here's one more item...especially for mothers with hungry boys and hard working men to cook for...you know how we people in this section like our red beans...Well, to encourage farmers to plant more of these favorites...support prices for the 1945 crop of pinto beans have been raised. Housewives can hope for a little better supply of red beans after harvest of this year's crop.
65. ANNOUNCER: And that's all we'll have time for. Folks...that was _____ of the War Food Administration, Listen again next _____ to FOOD FRONT HEADLINES...presented as a public service feature by Radio Station _____...to bring you inside facts from authoritative sources about what's happening on the agricultural firing line.

